THE MINISTER OF FOOD AND CIVII- SUPPLIES (RAO BIRENDRA SINGH): (a) and (b) The declarations "doe$_s$ not contain fruit; juice $_{or}$ fruit pulp" and "artificially flavoured" in respect of sweetened aerated waters are required to be made in terms of clause 11(3) of the Fruit Products Order, 1955. Sweetened aerated waters carry the Fruit Products Order symbol as they are covered by the Fruit Products Order, 1955. The declarations ere intended to make it clear that the products are synthetic.

(cl Sweetened aerated waters were in-cluded i$_n$ the Fruit Products Order because it was felt that they competed with fruit drinks and therefore it was necessary to regulate their quality and marketing publicity. No special sugar quota is given by the Government of India for sweetened aerated waters.

(d) Aerated waters are covered under the Prevention of Food Adulteration Act, 1954. Their inclusion in the Fruit Products Order is intended to supplement the regulatory control exercised under the Prevention of Food Adulteration Act.

Criteria for the Selection of news for T.V.

2058. SHRI DIPEN GHOSH; Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what are the criteria for the selection of news for telecasting on the National Network;

(b) whether there is any code for select ing news for National Network; and

(c) if so, what are the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL): (a) to (c) The principles guiding the news policy are given i$_n$ the enclosed Statement. (.See *below)*

Principles guiding news policy

There has to be a. clear understanding of t'ne difference between news and views. The reporting of news has be factual, accurate and objective and only such views as make news should find a place in news broadcasts. There can be no editorialising in broadcast of news.

Each news story should be judged strictly on the basis of its news value.

I$_n$ the selection of news received from wide ranging sources and in news editing, AIR and Doordarshan should be guided by the highest possible professional standards. While newsworthiness will determine the selection of news, its treatment and presentation should be directly related to the special characteristics and potential of each medium as well as the target gudifences.

Apart from treating news factually and objectively, AIR and Doordarshan should provide, where necessary, a background to the events and happenings in order that listeners in any part of the country $_a$re able to place such events and happenings in f>roper perspective.

The broadcast news should satisfy the highest criteria of accuracy and responsi-bility. AIR and Doordarshan cannot indulge in speculative stories of 'he type which appear in certain journals. They should develop their own source's for the verification of events.

In a developing country like ours, a special function of broadcasting should be the coverage of development, its signi-fican.e, achievements and problems. Development news covers a wide range of activities—-economic technological, social End cultural. It should not be con-fined to mere statements and plans but expla'n their significance. For this purpose news gathering operations of AIR and Doordarshan should be expanded and prop' ly dispersed. In other words, the news gathering apparatus should make a deliberate effort to explore new areas of development and nation building news. People's participation in such activities should be duly highlighted a$_s$ also significant \vcik being done by voluntary agencies. Thereby the broadcast media should not only supplement the work normolly undertaken by the news agencies but pi't out well backgrounded stories on their own.

With the limitation of time, the vast audiences recashed and the presentational demands, AIR and Doordarshaa cannot be expected to follow the pattern of news coverage followed by the newspapers. The range and scope of news gathering and selection will have to be suited to tho media.

The style and method of news reporting should reinforce the fundemenlal principles on which ' national policies are based. These fundamental principles include territorial integrity. national Integration; secularism, maintenance of public order aniO upholding the dignity and prestige of Pal liament, State legislatures and the jud ciary.

llinisterial statements on policy matters, pal icularly those of the Prime Minister, art important in as mu:h as they enable the people ,to understand national policies Similarly implementation of Government programmes should be given proper place in the news. The focus should be on int rmation rather than on individuals. It is also necessary that views critical of official policies and the manner of their implementation should find adequate time.

In reporting on political controvei t'ne broadcast media should be guided by objectivity and fair play. Due representation of differing view points should be the aim. If a variety of viewpoints cannot be projected in the same bulletin, the balance should be achieved within a reasonable period of time.

In the choice of international events the objective should be to keep the people informed of world developments. A til effort should be made to give proper background of events. In the selection of *news,* greater attention should be given to exents in developing countries particularly our neighbours. Apart from strictly pruning and editing *the* copy from the world agencies which have an. over-load of news from advanced countries and also at subtle bias, it would be desirable for AIR to use copy from the Non-aligned News Pool and other Third World agencies Ws merits. What 's most essential is for AIR to increase the number of its foreign correspondents and carefully select their location and area of news coverage so that we can project a view of world developments as seen by India and other Non-aligned and developing countries.

AIR and Doordarshan should aim at creating an informed public opinion on international events and developments. In preparing programmes in news and current affairs the national interest must be kept in mind. The national policy of peace rind peaceful co-existence, non-alignment, friendship with all countries, support for people fighting for independence and freedom and the struggle against racism and racial discrimination and for an in-ternation order based on justice and equality should be highlighted. This does not exclude the reporting of an significant criticism of Government's foreign policy, either ffl its content or in its implementation.

The. primary purpose of the current affairs programmes should be to enlighten the people on various aspects of political, economic, social and cultural develop ments. The treatment of the subject should *b"* comprehensive projecting diffe rent viewpoints. It should aim at pro viding adequate background for a proper understanding and interpretation of events and issues. -.

Th3 current affairs programmes should be broad-based in the selection of topics and participants. The interests of various sections of the people* should be taken into account. The formats should be innova-tive and suited to the medium. There is scope for experimentation in this respect.

Internal evaluation of news and current affairs programmes after their broadcast should be a regular exercise on a daily basis. A panel of outside experts for news and current affairs in a particular language should be considered.

The characteristics and potential reach of the broadcast media necessitate the drafting of news items in spoken style. The language should be addressed to the ear unlike the printed word in a newspaper or journal which is meant to be read.

The constraints of time als$_0$ for precision and brevity. The differences in the level of comprehension of listeners are yet mother factor to be taken into account. Simplicity and clarity are essential. Reporters and those who give talks should aim at easy communication with the people and not parade their literary skills. AIR and Doordarshan should develop their own idiom and style.

There should be provision f$_{0r}$ 'evaluation from time to time of the language of the bulletins. There has to be a much greater emphasis on specialisation and training of the $_{ne}$w$_s$ personnel with AIR and Doordarshan.

The implementation of these policies and forms will depend upon the professional capacity of the people who run tft$_e$ news and current affairs programmes. The choice of personnel is$_s$ most important. A professional must have had training in news work. He should b$_e$ able to c'hoose [l]he items well and to rewrite the stories to suit the medium. Professional ning and appreciation of the role of the media in a democratic society will give him the confidence to take the right decisions.

Creation of a Post $_0$f Director General of Information

2059. SHRI KAPIL VERMA: Will the Minister of INFORMATION[1] AND BROADCASTING be pleased *to* state-.

(a) whether it Is a fact that a new post of Director General of Information has [be]cn created, if so, what are the functions; and

(b) what are the reasons t$_0$ create the new post, what is the number of officers and oilier staff that have been allocated for the purpose?

THE MINISTER OF S1ATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GAD GIL) (a) and (b) The new post of Director General (Public Relations) has been crtated to head the Central Monitoring Cell in PIB to critically monitor all foreign propoganda including broadcasts and design effective publicity campaign for countering matters prejudicial to the interest of India. Six posts of officers, including Director General (Public Relations), and ten posts of other staff have been created for the purpose.

Distribution of High-Yielding Seeds to Farmers

2060. SHRI R. SAMBASIVA RAO: Will the Minister of AGRICULTURE AND RURAL DEVELOPMENT be pleased to state;

(a) whether it is a fact that the National Seeds Corporation has formulated a scheme for the distribution of high yielding seeds' to farmers during the current year; and

(b) if so, what are the details in this regard""

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTUR! AND RURAL DEVELOPMENT (SHRI CHANDULAL CHANDRAKAR); (a)' Yes, Sir.

(b) The estimated distribution of different kinds of seeds by National Seeds Corporation during 1985-86 is as under:—

	Qts.
Wheat	4,62,000
Paddy	1,88,802
Maize	33,014
Sorghum	14,627
Bajra	22,469
Pulses	36,311
Oilseeds	31,405
Fodder	6,732
Fibre	14,303
Potato	3,844
Vegetables	13,729
Others	5,329
TOTAL :	8,32,536